

1953

# The Maine Development Commission and it's Duties, 1953

Maine Development Commission

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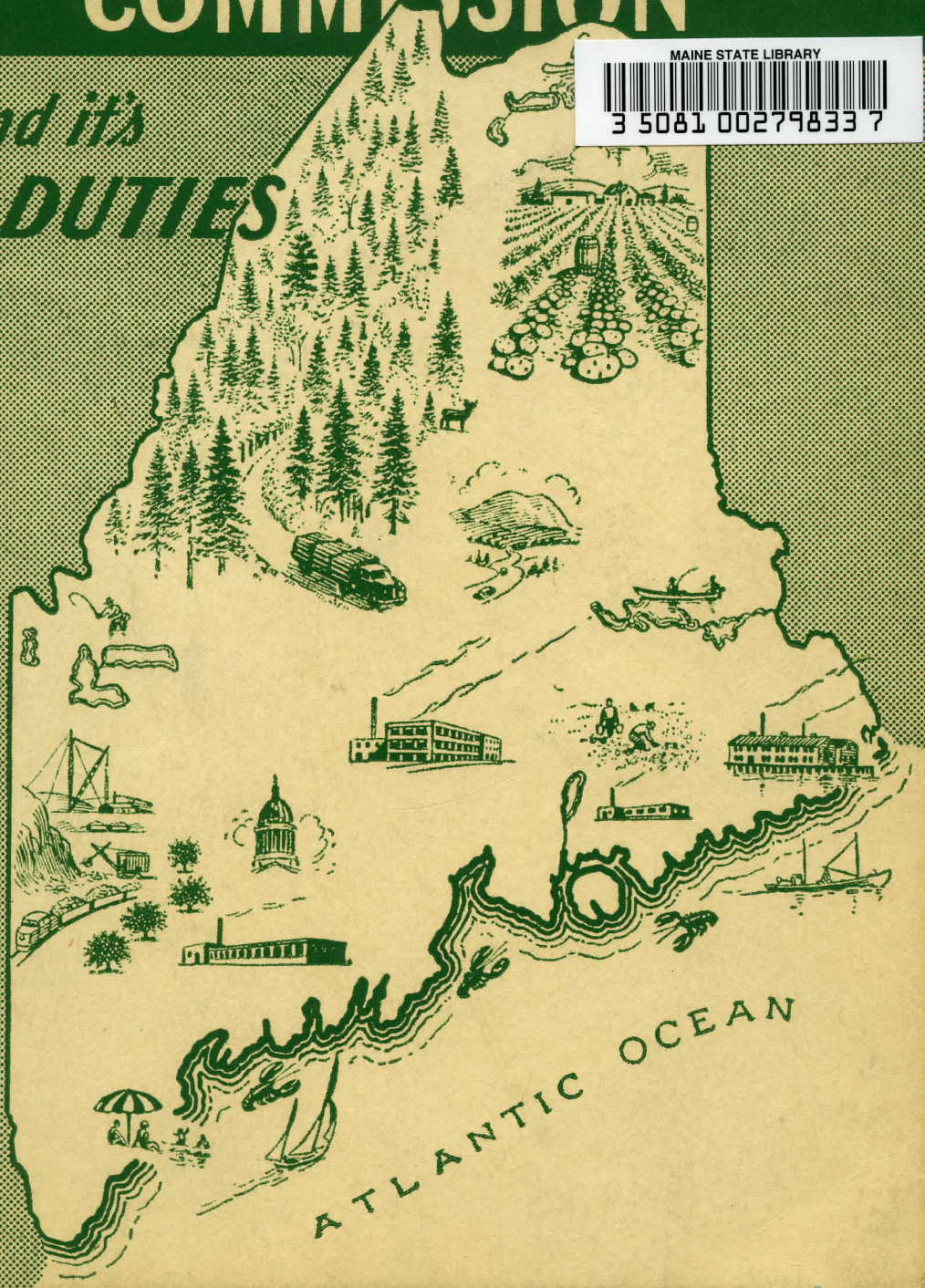
# MAINE DEVELOPMENT COMMISSION

*and its  
DUTIES*

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The  
MAINE DEVELOPMENT  
COMMISSION  
And  
Its Duties



COMPILED AND ISSUED BY THE  
MAINE DEVELOPMENT COMMISSION  
STATE HOUSE, AUGUSTA, MAINE

We have had so many requests for information about the work of the Maine Development Commission that we have decided to issue this booklet giving the details and how the various phases of the work is handled. To make the booklet readily understandable and to make it as brief as possible, we have decided to present the facts in the form of questions and answers. We have tried to answer the questions most commonly asked and to cover our work in this way. If the reader finds any questions that are not answered, a letter to the Commission will be readily answered. We will start off with the question that is most often asked.

*What is the Maine Development Commission?*

The Maine Development Commission is a State Department financed entirely by state appropriation, (tax payers' money).

*When was it established?*

The Maine Development Commission was created by the 1927 Legislature with an appropriation of \$50,000.

*What were the reasons for setting up such a department?*

A group of outstanding citizens had watched the growth of the vacation travel business and had foreseen that there was a great possibility to develop this business still further by a planned program of advertising. They felt that if the State got behind this growing business, it might grow faster and would help to create additional income for the people of Maine. In considering the legislation, they felt that it would be a fine thing to include also industry and agriculture in the same program. Legislation was designed and proposed to the Legislature. This proposal met with approval and became law, thus launching the State of Maine on a program of developing and advertising its natural resources; incidentally, becoming the first State in the Union to advertise and publicize its resources from a State standpoint.

*How many members are there on the Commission and how are they appointed?*

The law has been changed many times since the Development Commission was created in 1927, but at the present time, the Commission is composed of 12 members—the Governor, the Commissioner of Inland Fisheries and Game, the Commissioner of Agriculture, the Commissioner of Sea and Shore Fisheries, the Commissioner of Forestry, and seven members appointed by the Governor for a three-year term.

*Do Commission members receive any salary?*

The Commission members receive no salary. They do receive travelling expense when attending monthly Commission



meetings or any other travel in connection with Commission business.

*What are the duties of the Maine Development Commission?*

The duties of the Maine Development Commission are to advertise, develop, and publicize the State's resources.

*What is the State appropriation for the use of the Development Commission?*

The Legislature of 1951 appropriated as follows: For the fiscal year 1951-1952, \$300,000 plus \$50,000 for industrial and mineral research and development. For the fiscal year 1952-1953, \$250,000. The law states that not less than 12½% of the appropriation shall be used for advertising, developing, and publicizing Agriculture, 12½% for Industry, 12½% for Sea and Shore Fisheries. The balance of the appropriation is allocated at the discretion of the Maine Development Commission to carry out the purposes of the act. (There is vacation travel advertising, booklets, photography, office help, and so forth.)

*Does it receive any additional funds from any other source?*

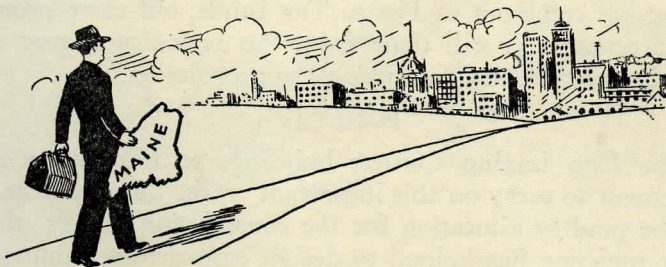
No, the Maine Development Commission does not receive any funds from any other source. It carries on its work entirely from the State appropriation.

*What is the organizational set up of the Maine Development Commission staff?*

The Maine Development Commission offices are located in the State House. The Commission employs an Executive Director who is responsible directly to the Commission. There are three men working on industrial development, four men on the publicity staff, one geologist, and five girls on clerical work. All of these people are responsible directly to the Executive Director.

*Is there any duplication of effort between the Maine Development Commission and the Maine Publicity Bureau?*

No, there is no duplication of effort. The duties of each organization are clearly defined and adhered to. The two organizations work very closely together, one supplementing the other. The Maine Development Commission does the over-all promotion





job, doing the advertising, publicity, and development work. It is sometimes called the wholesale end of the promotional effort. The Maine Publicity Bureau is described as handling the retail end of it. The Maine Publicity Bureau acts as an information bureau, gives out detailed and specific information.

*You say that the Maine Development Commission is given the job of developing, advertising, and publicizing the State's resources. Just how does this work?*

The State of Maine has many resources and they are well diversified. The Maine Development Commission is in close contact with the people and agencies engaged in these various fields. Because of this close relationship, the Commission studies carefully the best ways in which to develop these resources and to bring them to the attention of the general public. Our outstanding resources probably could be grouped under the heading of Agriculture, Forestry, Industrial, Mineral, Sea and Shore, and Vacation Travel.

## AGRICULTURE

*In what way does the Development Commission help Agriculture?*

The Commission works very closely with the Department of Agriculture. The special agricultural fund is budgeted very carefully so that the various phases of agriculture may participate in this development program. We might consider the various phases of agriculture that benefit from this fund.

### POTATOES

It was through the efforts of the Maine Development Commission that the Potato Tax Law was enacted. The Commission felt that an agricultural product that had reached the magnitude of the potato industry should put forth a substantial effort to advertise and market its product. The potato tax idea was enacted into law and was placed in the hands of the Maine Development Commission to administer. One of the first results of this law was an effort at better grading, better shipping facilities, a consumer sized package, and a State of Maine trademark. Since the enactment of this law, most of the potato promotion and advertising has come out of Potato Tax funds, but some promotion for seed potatoes is still done from the agricultural part of the Maine Development Commission's appropriation.

### POULTRY

The Egg Laying Contest buildings at Highmoor needed enlargement to carry on this important work. Funds were taken from the poultry allocation for the construction of this addition. The Commission has helped to design egg cartons, poultry tags,



and publicized this important industry. A great deal of favorable publicity comes from the annual Broiler Day Festival.

#### DAIRY

The dairy farmer felt that the Commission could best help its industry by doing something for the artificial breeding station. During the early days of this association, several high blooded bulls were bought and paid for out of the dairy allocation. This has been an important factor in bringing better blooded stock to the small dairy herd. The Commission has assisted in many dairy promotion activities in different sections of the State. It helps extensively in the annual Milk Day at Lewiston.

#### APPLES

The Commission has been able to carry on a great deal of publicity for Maine apples. Some years ago, it assisted the apple growers in obtaining some hearty stock for Maine fruit orchards. The Commission helps in the annual apple day promotion activities.

#### CANNED FOODS

The Maine Development Commission issued a canned food recipe book which was widely circulated. It has advertised and publicized Maine canned foods the country over.

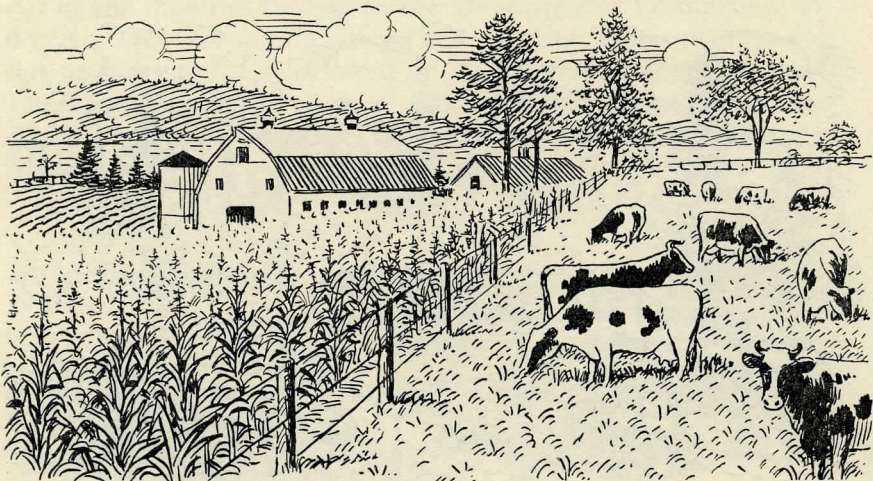
#### BOOKLETS

A very fine agriculture booklet in color was designed, printed, and distributed by the Commission. Several recipe books for Maine agricultural products have been issued.

#### FORESTRY

*Is it possible for the Maine Development Commission to do anything for the forest resource?*

Yes. We consider our forests one of our greatest natural resources. A large part of our State is woodland. The cutting,



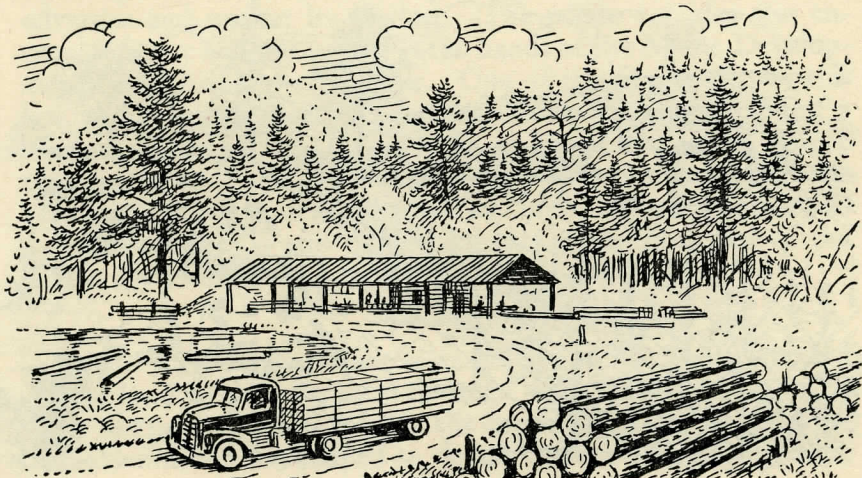


hauling, and the manufacture of lumber products has always played a very important part in the economy of the State. Many of our farmers receive a substantial income from the marketing of lumber from their farm wood lots. The woods operations furnish employment to a great many people. The hauling and the manufacture of lumber products furnish employment for many more people. We could consider lumber operations in four phases.

(1) Pulp and paper. Through booklets and publicity, the Maine Development Commission has been able to call attention to the high quality of our paper products.

(2) Long lumber. Our long lumber operation is an extensive one. We have been able to channel many orders to our long lumber industries.

(3) Hardwood manufacturers. This operation takes in our hardwood turnings, toothpicks, handles, and so forth. Several years ago, the Maine Development Commission organized the Maine Hardwood Association. This organization has been very helpful to the hardwood manufacturers. During the days of O.P.A., the Hardwood Association was able to get price ceilings for the entire industry as a group. This took a great burden off individual manufacturers. Several years ago, when the bronze birch borer threatened to wipe out our standings of white birch, the Association voted to tax itself to raise a fund that would help the Forestry Department fight this menace. The Hardwood Association has been very helpful to the Forestry Department in helping on a program of forest management, cutting practices, and conservation. Through the contacts that come to the Maine Development Commission, we are able to steer thousands of dollars worth of orders to our hardwood manufacturers each year.





(4) The plywood and veneer industry. While we have not been able to do as much for this industry as some of the others, we have been able to be of some service to them.

We work very closely with the Forestry Department and through our advertising, publicity, and contacts, we believe we have serviced this great resource in a large way.

## INDUSTRY

*Does the Maine Development Commission have a program of industrial development and, if so, how does it work?*

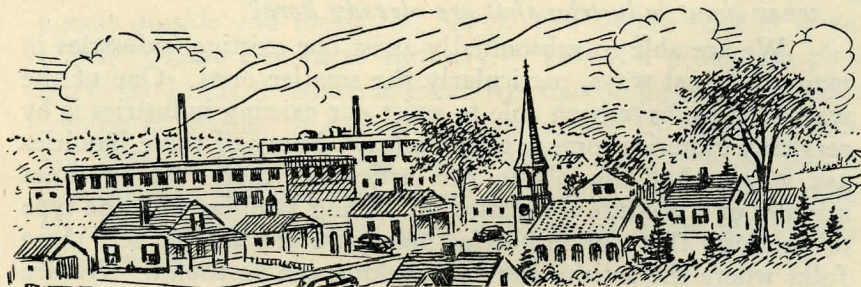
The Maine Development Commission does have a very extensive program of industrial development. Let us consider this in six phases.

### ADVERTISING

The Commission spends from \$6,000 to \$10,000 a year on industrial advertising. The policy has been to place this advertising in national magazines like *Fortune*, *Business Week*, *United States News*, *Dun's Review*, and some trade magazines. We also advertise in some of the newspapers. The purpose behind this type of advertising is to place before industrial leaders that Maine is an industrial State. In these advertisements, we tell about the high quality of Maine labor, a favorable tax situation, good transportation facilities, about Maine cities, towns, and communities, favorable power rates and so forth. We get a few inquiries from this type of advertising but the main point is to get people to think of Maine when they are thinking of industrial expansion.

### NEW INDUSTRIES

We have three men on our industrial staff. They spend a great deal of their time seeking new industries for the State. In seeking new industries, these men follow a well laid out plan. All of the inquiries coming to the Development Commission office, to the Governor's office, and coming from many other sources, are carefully followed up by letter and personal contact. These men also make personal calls on industrial executives that might be a good prospect for establishing a new industry in Maine.





In making these personal calls, they are armed with all of the data that an industrialist would be seeking. They know where there are vacant industrial buildings. They know the communities that would be able to help build a new building. They know where there are industrial sites. They know the power rates, transportation facilities, and where there is help available.

Since World War II, 230 new industries have started operations in Maine. The Maine Development Commission helped in a great many of these new developments. In the last six years, there have been built or are now building 14 new modern industrial plants which total 854,500 square feet of floor space, with a total employment of 3,069, and a total annual payroll of \$8,015,849. The Maine Development Commission played a major role in all of these 14 new buildings. In the last year, the Maine Development Commission has played a major part in bringing 12 new industries into operation in the State. Some of these are new buildings, some of them old. The annual payroll of these 12 industries will be about \$4,600,000.

*Let's interrupt right here with another question. Can the Maine Development Commission place these new industries anywhere they want to?*

No. The Commission staff has very little to say as to where these industries will go. In almost every instance, they have a pretty good idea where they want to locate. Some firms want a vacant building of a particular type and construction. Some want to establish their plant where there is trained shoe help, others where there is trained textile help. Some industries want a large percentage of female help; in other instances, the help must be mostly male. Other firms want to be located on a railroad and there are still others that must have a certain type of processing water. If there is an instance where the Maine Development Commission can help a firm choose their location, we try to locate them in a community that is in most need of an industry. Over the years, we have been successful in assisting industries to locate in practically every section of the State.

*Well, you have given a pretty good account of new industries, what about industries that are already here?*

We are able to substantially assist our existing industries in many different ways, particularly the smaller ones. One of the ways that we have been able to assist our existing industries is by servicing inquiries coming to the office. Many of these inquiries ask where they can obtain this article or that. Many times samples of a product are mailed in. Being familiar with the type of products that our industries make, we are able to tell these folks where the articles they are seeking can be found. We are



able to place many thousands of dollars worth of orders each year in this way. From our Buyer's Directory, we have known of many sizable orders coming directly to the Maine manufacturer.

We are able, also, to assist many of our smaller industries in finding equipment and raw materials. There are several trade associations among our manufacturers. Some of these we have helped organize and our facilities are at the disposal of all of them. We work very closely with them at all times.

#### PUBLICIZING MAINE INDUSTRIES

Through our publicity staff, we are able to get a great deal of publicity in newspapers and national magazines for our industries and the products that they make. It may be a new product or an old product made in a new way. It may be a spot news story in newspapers or a feature story in a business or trade publication.

*Do you do anything on industrial research?*

The Maine Development Commission is not set up to actually do research, but with the contacts that we have, we have been able to help in some research projects. By financially assisting the University of Maine, Department of Industrial Corporation, the Commission has indirectly made possible industrial research which heretofore had been available only to the large concerns.

*Do you issue any booklets on industry?*

Yes. We have two publications. One is an industrial directory known as the "Buyer's Directory of Maine Industries and the Products They Make." This booklet lists all of the Maine firms with the products that the individual firm makes. It has three sections. The first section is an alphabetical index of products made in Maine and who makes them. The second section is an alphabetical list of industries with the products that they make. The third is an alphabetical list of towns and cities in Maine and the industries in that town. This booklet is sent to purchasing agents outside and inside the State. The second booklet is entitled, "Maine Geared to Industry." This is a promotion piece put in the hands of industrial executives that might be interested in coming to Maine. It tells the advantages of an industrial location here. It tells about our Maine labor, transportation, power, communities, raw material, living conditions, and in fact, about all of the general questions that an industrial leader would want to know.



## MINERAL

*Is any attention being given to the development of our mineral resources?*

Yes. A considerable amount of time is given to the study and development of our mineral resources. The Maine Development Commission has a cooperative program with the University of Maine whereby mineral resources are being studied. In this cooperative program, we have made arrangements so that the geology instructor at the University of Maine is the State Geologist. The Maine Development Commission pays a part of his salary. We have equipped a geological laboratory at the University of Maine so that minerals found in any section of the State may be assayed and tested here and a full report given to the prospector.

During the school year, many such samples are tested at this laboratory and the geologist is called upon to make some trips inside and outside of the State in the interest of mineral development. During the summer months, the geologist gives full time to the mineral research program. Additional help is employed so that we have several groups checking, surveying, and mapping our mineral deposits. We are gradually getting over the entire State. Deposits of feldspar, mica, asbestos, copper, and deposits of other minerals have been located by this method. A great deal of attention has been given to our peat deposits. Our clay deposits have been checked and analyzed at the laboratory at the University of Maine. Technical reports of these various activities have been printed and distributed.

We were able to interest the federal government in a cooperative program of checking our manganese deposits. Manganese samples have been shipped out of the State to laboratories for testing. We employed a manganese expert to check and report on this manganese ore. The State Geologist and our industrial staff have made many contacts with concerns who might be interested in starting the development of our various mineral resources.

## PRODUCTS OF THE SEA

*It would seem that the products of our sea and shore have great potentialities. Is the Maine Development Commission giving any thought and attention to this great resource?*

The Maine Development Commission considers the products of our sea one of our greatest natural resources. For many years, it has been devoting a great deal of time to its development. You will remember also that 12½% of our appropriation must be used for this purpose.



## ADVERTISING

Over the years, we have done a great deal of advertising of our seafood products in metropolitan newspapers and food magazines. We have also carried radio programs from Boston and New York calling attention to our fine seafoods. A seafood recipe book was issued and thousands of these booklets have been distributed all over the eastern half of the United States. In fact, we have never been able to keep up with the demand.

## PUBLICIZING

One member of our publicity staff devotes more than half of his time to publicizing the products of the sea. We have been able to have splendid publicity stories in newspapers and feature stories and pictures in national magazines. We have helped many different groups in putting on Maine seafood dinners in many sections of the country. We have developed a lobster bib with the word "Maine" and a red lobster prominently printed thereon. These bibs are used not only at the seafood dinners but the seafood dealers in many of our large cities use them where Maine lobsters are sold. These bibs are very prominent in news pictures taken at these affairs. A little folder, "How To Eat A Maine Lobster," profusely illustrated, is also widely distributed.

In many instances where these Maine seafood dinners have been put on in Washington, New York, and other cities, we have furnished a printed "Maine-U." The little red plastic lobster pin that has been distributed by the thousands is a very popular souvenir calling attention to Maine lobsters. All of these items have helped popularize Maine seafoods and have made them a byword among the people who love good foods everywhere. We have furnished a menu sticker to restaurants and hotels saying, "Maine Lobsters Served Here." We have also been able to get many of our fine hotels and restaurants in the large cities to print "Maine Lobsters" on their menus. We have distributed display stands to these dealers handling Maine seafoods. Posters and streamers have also been used.

## SURVEYS

With the help of this special fund, many surveys have been conducted. They cover a survey of out-of-state markets, survey of clam flats, best methods of handling lobsters in transit, the storage of lobsters, etc.

## BOOKLETS

The Seafood Recipe Book has been mentioned above as well as the "How To Eat A Maine Lobster" folder. There have been other booklets entitled, "The Maine Coast" which takes in fishing, the beaches, and yachting. Another folder is "The Salt Water Sport Fishing."



## THE MAINE SARDINE TAX PROGRAM

The canning of sardines is a very important part of the economy of our people along the coast. It is a very large industry. Maine sardines have a large distribution in every section of the country. The Maine Development Commission has felt for many years that a tax program similar to the Potato Tax Program could well be started that would help sell more sardines, and perhaps, get a better price for them. The Legislature of 1951 enacted such legislation at the request of our sardine packers. This act set up a sardine tax committee to be jointly responsible with the Maine Development Commission for the carrying out of this program. The tax imposes 25¢ per case on sardines, the funds coming directly to the State Treasurer and spent under the jurisdiction of the Maine Sardine Tax Committee and the Maine Development Commission.

Although this program is less than two years old, already good results have been accomplished. A Sardine Recipe Book has been issued and many thousands have already been distributed. Display stands for holding cans of Maine sardines have also been placed in stores all over the country. A program of national advertising has been developed. This Sardine Tax Program is another instance of Maine leading the way in advertising and publicizing one of its fine products.

## VACATION TRAVEL

*The State of Maine is known the country over as a great vacation land. How does the Maine Development Commission seek to increase this business and attract more people to Maine for their vacations?*

We realize that the possibility for developing this part of the State's economy is practically unlimited. We have everything here in Maine that the vacationist might desire. We have a long beautiful coast line whose attractions cannot be duplicated anywhere else in the country. We have lakes, mountains, forests,





and rivers that afford a vacation variety that cannot be duplicated. We put a great deal of thought, study, and effort into the development of this business. The work that has been done, thus far, has brought our vacation travel business to a point that it now ranks high with our large industries. In 1952, it is estimated that \$175,000,000 was brought into the State by our vacation visitors. Our program of development of this phase of our economy might be divided into five divisions. Let's consider them one by one.

#### ADVERTISING

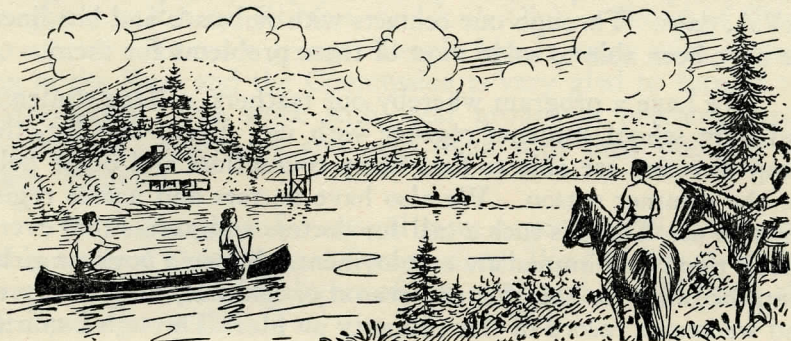
With our present appropriation, we allocate \$64,000 for paid space. We use metropolitan Sunday newspapers in what we call our primary market, that is in the area where people may easily drive their car to Maine. A smaller amount is used in newspapers in the area bordering our primary market. Then we use national magazines to carry the Maine message over the country. In 1952, we received 132,000 inquiries asking for information on Maine.

#### BOOKLETS

We allocate \$25,000 annually for booklets. We publish one general booklet entitled, "Maine, The Land of Remembered Vacations." This is a pictorial booklet mostly in color. We publish a folder on Fishing, one on Canoeing, another on Hunting. There is a booklet on the Boys' and Girls' Camps, one on Mountain Climbing, and another entitled, "Facts About Maine." These booklets are highly illustrated, well-designed, and full of information. More than 200,000 copies are circulated annually. We never yet have been able to keep up with the demand for these booklets.

#### PUBLICITY

We have four men in our publicity department. It is their duty to send out stories and pictures that will be used in newspapers and magazines. Each one of these men is an expert writer and photographer. Their stories and pictures are used widely. They have excellent relations with newspaper editors, resort editors, and outdoor writers. They send out feature stories, spot news stories, and photographs. They are in close contact with the





newsreel men and the men taking pictures for television. Many times they suggest stories for these people and work with them closely while they are in the State. Maine stories and pictures appear in many of the leading national magazines such as Saturday Evening Post, Colliers, Life, and the sport publications. These men have also assisted in several stories appearing in National Geographic and the trade publications.

#### MOVIES AND PHOTOGRAPHS

We have a very large library of 8 x 10 black and white photographs. These photographs are catalogued and always available for publishers that want to use them. They have been supplied to magazines, newspapers, etc. The pictures are kept up-to-date and are very widely used. We also have a large library of 16 mm. movies in natural color. These moving pictures are sent all over the country to sporting clubs, service clubs, women's organizations, and schools. Again, we have never been able to keep up with the demand. In 1952, our moving pictures were shown out of the State 268 times in 104 different cities, in 27 states.

#### SERVICES RENDERED TO RESORT OWNERS AND RESORT REGIONS

Many of the resort regions ask us for advice. It is sometimes a call at the office; other times, it is meeting groups in the region. We have designed and laid out entire folders for them, and in some instances, doing the writing and furnishing the pictures. They, of course, taking care of the printing charges. We, also, are able to help them circulate their booklets. Individual resort owners also seek our help and advice. This service may run all the way from suggestions as to the laying out of the buildings, to designing booklets, photographs, and advertising media.

We have been able to render a considerable amount of service to the boys' and girls' camps. We work very closely with the Maine Camp Directors Association which we helped to organize several years ago. Over the years, the camp directors have faced many transportation problems, particularly during the O.P.A. days. Through our contacts with railroads and bus lines, we have been able to solve most of these problems for them.

We have a program whereby our teachers, college students, and high school students register with us. From this list, the camp directors are able to find many counsellors and other help for the summer season. We also have doctors and nurses register with us. There is such a call for doctors and nurses that every one of them find immediate employment. When a boys' or girls' camp becomes for sale for one reason or another, they notify us and we keep a record of this property on file. Through inquiries



that we receive from people who want to establish a boys' or girls' camp, we are able in many instances to bring the two together; thereby helping a camp director sell his property and helping the prospective buyer find a place.

*The Maine Development Commission, in its close contact with almost every phase of Maine life, must be asked many questions and must have many requests that may not have been mentioned above.*

Yes. There are many unusual requests coming to the Commission by letter, telephone, telegraph, and by personal calls. It would take the space of this entire booklet to mention all of them. We will mention only a few.

Many of our people are connected with state and national organizations who have annual conventions. They want material on Maine that they can display at these conventions. Hundreds of these requests are filled each year. It may be a supply of our little red lobster pins, it might be booklets with a special cover, or some material from some of our manufacturers. When a national convention is being held in Maine, we are called upon many times to help plan the program and the hospitality end of the convention.

Another service rendered by the Maine Development Commission might be termed community development. Almost every town and city in the State is looking for a new industry. People in these communities want to do something to secure a new industry. Many of them, having had no experience, do not know how to go about it so they come to the Development Commission for help. We advise them on setting up their program. It might be a delegation coming to the office, it might be one of the staff members meeting with a group in the community. There have been many instances where members of our staff have helped communities set up committees, advise them on making a community survey, labor surveys, advise them on starting an organization that would help finance industrial buildings. The Commission furnishes speakers for group meetings all over the State. It might be a Rotary, Kiwanis, or Lion's Club, a Board of Trade group, or a women's group. People like to know what is going on in the State and the Commission is very glad to furnish this information. We work with local groups in planning centenaries and celebrations and help them with their publicity for such occasions.

We might go on for several more pages describing the work of the Maine Development Commission. We feel, however, that we have given the highlights of our work and should bring this discussion to a close.



After reading this booklet, some particular question may still persist in your mind that you would like clarified further. If so, please write directly to the Maine Development Commission office at the State House in Augusta, and your question will receive a courteous and prompt reply.

Measured by the yardstick of actual results, we feel we have done a reasonably good job in developing and promoting the State's resources. Each year, however, we are meeting increased and stiffer competition.

As pointed out herein, Maine led the way. In 1927, when the Maine Legislature made an appropriation for advertising and developing the State's resources, no other state had then taken such action. But today, virtually every state in the Union has an appropriation for this purpose, and a great many of them are far larger than Maine's. For example, in publicizing vacation travel, we frequently encounter the situation where we are forced to tell our story in small black-and-white space, while surrounding us are other states that can afford full pages in eye-catching color.

The same condition holds true in industrial promotion. There is no let-up for a single minute, and the pace set by competing states never slackens. To Maine's credit, we can state that thus far we have lost no industries to the South, but we are too realistic to guarantee that we might not lose some in the future. We, as a State organization, recognize one inescapable fact that we earnestly hope every city and town in Maine realizes. That fact is, that other states would like to have our industries. Consequently, we must leave no stone unturned to *keep* those industries *here*. We must also do everything in our power to bring *new* industries to our State. And, finally, we must *try* to bring them to those sections of the State that are in need of them most.

Maine has such a diversity of resources that we can face the future with courage and optimism. Maine's state government, and our local governments, are interested in the prosperity of our industries, and want to welcome new industries within our borders. Maine workers are intelligent, industrious, and interested in their work. Maine's economy is a well-balanced economy.

We can keep it so if all of us continue to work together in serving all our people, and developing all our resources.



